

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	429	(radiat?\$2 (electronic\$4 NEAR3 transmi?\$4)) NEAR3 (token coupon\$1 incentive\$1 promotion\$2 discount\$1 reward\$1 award\$1 rebate\$1 premium\$1 prize\$1)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 16:01
L2	129	1 SAME receiv?\$2	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 14:29
L3	46	2 AND (@ad<"20000701" @prad<"2000701" @rlad<"20000701" @pd<"20000701")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 16:03
L4	21	3 AND broadcast\$3	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 16:02
L8	5155	(radiat?\$2 transmi?\$4) NEAR3 (token coupon\$1 incentive\$1 promotion\$2 discount\$1 reward\$1 award\$1 rebate\$1 premium\$1 prize\$1)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 16:02
L13	717	8 SAME (broadcast\$3 radio television IR (infra ADJ red) infrared)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 16:06
L14	20	13 AND (@ad<"20000701" @prad<"2000701" @rlad<"20000701" @pd<"20000701") AND 705/14. ccis. NOT 4	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 16:07

X; Identifier: Mankowitz et al.  
 (794pat)

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Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L13	104	((target\$3 customi\$6 personali\$6 tailor\$3 individuali\$6 optim??\$5 focus?\$2) NEAR3 (coupon\$1 incentive\$1 promotion\$2 discount\$1 reward\$1 award\$1 rebate\$1 premium\$1 prize\$1)) SAME television	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 20:49
L14	38	13 AND (@ad<"20000701" @prad<"2000701" @rlad<"20000701" @pd<"20000701")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 20:52
L15	26	14 AND demograph?\$5	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 20:44
L16	21	((target\$3 customi\$6 personali\$6 tailor\$3 individuali\$6 optim??\$5 focus?\$2) NEAR3 (coupon\$1 incentive\$1 promotion\$2 discount\$1 reward\$1 award\$1 rebate\$1 premium\$1 prize\$1)) WITH television	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 20:49
L19	362	((target\$3 customi\$6 personali\$6 tailor\$3 individuali\$6 optim??\$5 focus?\$2) NEAR3 (advertisi\$5 ad ads promo\$1 promotion\$2 content (product\$1 NEAR3 information) commercial\$1 coupon\$1 incentive\$1)) SAME demograph?\$5 SAME television	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 20:51
L20	184	19 AND (@ad<"20000701" @prad<"2000701" @rlad<"20000701" @pd<"20000701")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 20:52
L21	35	20 AND ((target\$3 customi\$6 personali\$6 tailor\$3 individuali\$6 optim??\$5 focus?\$2) NEAR3 (promotion\$2 coupon\$1 incentive\$1))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/02/10 20:59

Identifiers

Clark ('638 pat.)